

# A Welcome And Its Meaning

**T**HE reception given to Gimbels yesterday by the New York public was undoubtedly the greatest ever given to any commercial establishment or enterprise, at any time, anywhere in the world.

We entertained during the day more than 300,000 visitors—an estimate based on an actual count of one hour's arrivals. Our sales surpassed our expectations. But that which gratified most was what you said about our store and our stocks.

"It is a store that greets you with a smile," said one visitor. And the burden throughout was the same:—"Wonderful!"—"Beautiful!"—"Astonishing!"—"Charming!"

"Charming," "Smiling." Those are the very words we hoped you would use; the very first impression we hoped Gimbels would make!

**No Store Has Ever Had Such a Welcome.  
But the Greater the Welcome  
The Greater the Duty  
To Deserve It.**

We take yesterday's splendid triumph in no spirit of empty conceit. The outspoken approval of the most critical public in the world awakes in us only a stronger determination to keep that approval with us.

We have promised to show you in this Congress of Stores the highest note yet reached in American retailing. We have promised to show you, not merely a new store, but a *better* store.

Your enthusiasm yesterday does not blind us to the fact that we have much still to demonstrate. The triumph of a day means little. You will judge us by the way we square our performance to our promise through many days and months.

We have shown you the Gimbels that "greets you with a smile." As day follows day and month succeeds month, we shall show you as well the Gimbels that is the store **RELIABLE**.

## GIMBEL BROTHERS

BROADWAY  
SIXTH AVENUE

NEW YORK

THIRTY-SECOND ST.  
THIRTY-THIRD ST.

Opposite Greeley Square

